

# The Days of REALIZATION for



First came the **dream**—the realization of the need of an Industrial City for the Pacific Coast, the conception of such a city, near Los Angeles, near the Harbor; ideal in its home conditions, perfect in its health conditions, convenient for business and manufacturing.

Then came the **plan**. Here was work for hundreds of men—engineers, architects, experts and their assistants. Every detail had to be worked out to perfection, and every feature had to be made to dovetail into the general plan. The city must be beautiful, and it must be practical. The parks and shade trees, the curving boulevards and the sky lines were given no more consideration than were the sewers and the drains, the conduits and the water mains, buried out of sight.

Then came the **work**. Armies of men, toiling in squads and battalions for months, grading, laying out streets, paving and surfacing, planting tens of thousands of trees and shrubs and vines, laying water mains, and gas mains, electric conduits, sewers, drains; building water works and reservoirs, erecting business blocks, framing cosy bungalows and handsome mansions, laying railway tracks—making a live, active, ultra-modern city out of a barley field.

Then came the **factories**—great frames of steel and concrete, well lighted, well ventilated, well arranged, modern, safe, completely ap-

pointed—fairly entitled to be called Temples of Modern Industry, and with each factory an attendant train of operatives, men and women, well paid, intelligent, progressive.

Then came the **business men and investors**. Stores and shops, hotels and theaters, doctors and dentists to serve the toilers. Investors to take advantage of the new growth, to build to meet the demand for more stores, more houses, more homes.

In less than **two years**, Torrance has come completely into existence as a living, growing, prosperous community. Not a factory that does not contemplate immediate enlargements. Not a factory that plans to remove to Torrance that does not expect to be larger than when first planned.

**Torrance** is known, believed in, recognized as the accepted center of industry in Southern California. The owners of the factories, the workingmen, the business men, the investors are all feeling this movement and activity and confidence—Torrance is a success—Torrance has arrived.

See what Torrance now is. See how certain its permanent prosperity and future growth, and then consider how safe and reasonable and certainly profitable an investment in Torrance lots is likely to be. The prices are low, the terms on lots are easy.

## THOMAS D. CAMPBELL & COMPANY

Washington Building, Third and Spring Sts., Los Angeles  
Torrance office opposite the Pacific Electric Station.

## COLONISTS POURING POURING INTO THE SOUTHLAND RAPIDLY

Westward the colonists started on Sunday.

From all parts of America and chiefly from the middle western states as usual, the seekers for homes in Southern California and elsewhere on the Pacific coast will board trains on and after March 15 when the low rates are effective. Telegrams received yesterday by local passenger traffic officials indicate that the hehira of homeseekers will start on the very hour that the reduced rates become effective.

The Santa Fe system's general passenger department received telegrams announcing that extra cars would be attached to regular trains in order to provide accommodation for the influx of colonists. At Chicago, Kansas City, Denver and other points along the main line, additional equipment will be provided.

The spring colonist movement this year bids fair to be livelier than usual owing to the severe storms which swept the middle western and central states during the past winter, and aroused among thousands a desire to seek a climate where farming and fruit growing can be pursued the year around. The colonist rates will be in effect until April 15.

## TORRANCE-PASADENA

### MILLIONAIRE ORDERS

### PRIVATE PALACE ON WHEELS

John S. Cravens, the Pasadena-Torrance millionaire, has ordered a private car and a private track to go with it.

Mr. Cravens wants his newest plaything to be where it can readily be reached, hence his order that a spur track be laid by the Santa Fe near the Hotel Raymond station. The spur will be about 100 yards long and will be for the exclusive use of the "Nomad."

The "Nomad" will be a palace on wheels. It will be of steel and have every convenience known to the railroad world. It is being manufactured by the Pullman Company in Chicago and will be delivered in Pasadena next month.

"I have no special trips in sight," said Mr. Cravens. "I merely want to have the car when I do travel."

### WHAT PROHIBITION HAS DONE IN KANSAS CAN BE DONE IN CALIFORNIA

Hon. John S. Dawson, Attorney General of Kansas, delivered an address at Chicago April, 1912, on "What Prohibition Has Done for Kansas." The constitutional amendment prohibiting the manufacture and sale in the State, of intoxicating liquor except for medical, scientific, and mechanical purposes was adopted in November, 1880. It has therefore, been in operation long enough to afford a reasonable test of the effects of State-wide prohibition. Mr. Dawson acknowledges that for quite a number of years the law was openly defied in many of the larger towns and cities. It took a long and bitter fight for the people of Kansas to convince the law defying liquor interest that they were really in earnest about banishing the infamous traffic from their State. But they are convinced at last and for some time the prohibition laws of the State have been as consistently enforced as those against other common forms of criminal conduct.

It has demonstrated that the saloon is not a business, but a parasite on business.

Does prohibition prohibit? "Of course not," answers Mr. Dawson. "Neither does a gun shoot nor a ship sail nor a piano make music of its own accord. It takes a man behind the gun to make it shoot, a sailor to sail the ship, and an artist to play the piano; so, too, with the prohibition law. It will sleep away the years in the musty tomes of a law book and never prohibit anything unless there are faithful executives behind it." It has been shown in Kansas, he declares, that it can be enforced even in a community where popular sentiment is against it. "It takes just three men," he says, "to do it, a judge, a sheriff, and a prosecuting attorney. These three and no more, who fear God and nobody else, and determine you—any one or two of them the saloon keepers and brewers and all their followers and sympathizers can prevail against them. Most important of these three is the judge, and that is the officer to whom the liquor interests give the most attention and the temperance people the least. You must have a judge, or your law enforcement is bound to be inefficient."—Advertisement.

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Horace Greeley once said, "The way to resume is to resume." In this H. G. was right. He usually was. The way to do anything is to do that thing. For example:

## THE WAY TO BOOM IS TO BOOM

This does not mean running around in circles and yelling your head off. The only thing boomed by that method is the dippy house. The way to boom a town is by intelligent and united effort.

Organize a board of trade, a commercial club or some similar body whose chief business it shall be to make the little town grow.

Use printer's ink and Uncle Sam's postoffice.

TALK for the town, WRITE letters for the town, get the local papers to ROOT for the town. Write to individuals and firms seeking a new location. Tell them what advantages this burg has to offer.

## Publicity Means Progress.

Let the world know this town is on the map.

## California Ideal for Children

Southern California has been declared the ideal spot in the world for children, and this sweeping statement comes from a director of the National Child Welfare movement, the largest organization of its kind in the United States, Dr. Anna Louise Strong.

Dr. Strong, who is director of the exhibit department, and recognized as one of the chief figures of the organization, has been spending a few days in Los Angeles and Mon-

orvia.

"I adore Los Angeles and Southern California," she said. "I have visited here often and I always look forward to my stay in the sunny southland with pleasure.

"The Child Welfare movement is one of the biggest national organizations in the United States, and expressed tersely may be said to represent the children of the country from every standpoint—mental, moral, physical and spiritual."